SOCIAL and PERSONAL

Mrs. Frank Bietcher, of Winnipeg, Canada, and Mrs. J. Haskins Hobson, of Powhatan County, who have been guests of Mr. and Mrs. Haskins Hobson at Forest Hill, left on Saturday for "Mount Airy," where Mrs. Bletcher will spend several days, before leaving for the North. Mrs. Hobson and her guests also visited in Newport News last week, when several very pretty functions given in their honor were incident to their stay there.

Mrs. Bletcher has just returned from a trip around the world, and will not go to her home in Canada for several weeks to come.

To Visit Bultimore.

Mrs. David B. Tennant, of this city, nd Mrs. Henry Fairfax and her daughter, Miss Virginia Fairfax, of Lees-burg, expect to go to Baltimore this week for a visit to Mrs. Richard Crom-well, Jr. Mrs. Cromwell will entertain ter guests at her country home, "Fox-lall," near Catonsville, Md., and Miss dirlam Strober, of Chicago, will also be among those visiting there.

be among those visiting there.

Miss Antrim's Wedding.

The marriage of Miss Loulie Wilson
Antrim, daughter of Mr. and Mrs. John
Taylor Antrim, of "Riverside," near the
University of Virginia, to John Young
Mason, son of Mr. and Mrs. Lewis E.
Mason, of Lynchburg, which takes
place on Wednesday, is of much interest to society here, where the bride
has been much entertained. The ceres been much entertained. The ceremony is to be celebrated at 6:30 o'clock in Christ Episcopal Church, in Char-lottesville, the Rev. H. B. Lee, rector, officiating, and a large company of relatives and friends will be present. George Cosby, of Lynchburg, will be best man, and Miss Margaret Antrim will be her sister's maid of honor. Mrs. William Cooper, of North Carolina, will be matron of honor and the bridge. e matron of honor, and the brides-naids include Misses Caroline Fleet and Hallie Mason, of Lynchburg; Grace ones, of Danville, and Gertrude Antrim, sister of the bride. The grooms-men will be Messrs William Cosby, of Lynchburg; Garland Jefferson, of Ameand the ushers are Burruss Andrew, Littleton Wood, of Charlottes-le: Dr. T. N. Davis, of Lynchburg, d Barton Palmer, of Urbanna. A reception will be held at "Rivefie" immediately following the ceremy at the church, to which only the

bridal party and out-of-town guests have been invited. Mr. Mason and his bride will spend their honeymoon in the North. ony at the church, to which only the

Mr. and Mrs. Charles P. Pressly and Miss Marguerite Pressly, of Augusta, Ga., have been stopping at the Richmond Hotel for several days, before leaving for Washington on Tuesday. Pressly will leave this fall to as



IT'S MADE IN RICHMOND The Donlop Mills Richmond Vo.

J.B. Mosby & Co.

Clover Sale Specials to-day.

Our Rug Department

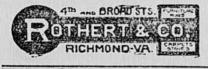
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MILLINERY-Women's and Misses' Outer Apparel.

Children's School \$1 ALBERT STEIN

Gas Ranges Reduced 10%

Fifth and Broad



SCHOOL SHOES FOR BOYS AND GIRLS \$1.50 to \$3.00. Every Pair Guaranteed.



DREYFUS & CO.

201 East Broad. Wanted, a Saleslady as assistant in

the Corset and Muslin Underwear Sections. Apply to A. G. Hoover.



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"Flowers of Guaranteed Freshness."

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HAVE YOU SEEN THE New Method Gas Ranges PETTIT & CO.'S?



Thin Fall Waists Need These New

Camisoles and Corset Covers ± 50c. each

You must hav something pretty and lacy under your new thin waist. A dainty Camisole of net and ribbon or a real lacy nainsook Corset Cover, such as we show to-day for 50c, will add much to the charm of your new blouse. Colors of pink and blue.



on board the steamship Berlin, Naples, going direct from Italy

Paris. Engagement of Interest. Mrs. J. D. Grizzle announces the engagement of her daughter, Miss Martha Juaniti Hall, to Dr. Frank Nicholson Mallory, of Lawrenceville. The marriage will be celebrated early in Outsleep.

Miss Stewart a Debutante.

Says the Baltimore Sun: "A dance will be given Thursday eve-"A dance will be given inursday evening. October 16, at the Catonsville Country Club by Mr. and Mrs. William A. Stewart, of Idylwild, Ilchester, in honor of their debutante daughter, Miss Sadle Stewart.

Miss Sadie Stewart.

"Mrs. Stewart and her daughter have just returned from "The Plains," Fauquier County, Virginia, where they were guests at the wedding of Miss Mary Weiby Carter, daughter of Colonel Alexander Carter, of Meadow Grove, to Robert B. Beverly, of Essex County, Va., which took place Wednesday afternoon."

Miss Stewart is one of the most

charming girls to be presented to Bal-timore society this winter, and her rel-atives and friends in Richmond are greatly interested in her debut. Mr. and Mrs. Stewart have taken a house in Baltimore for the season, after spending the summer with the latter's sister, Mrs. James Foster, at "Glen-

Miss Nellie Selden Uhler entertained Friday morning at a bridge-luncheon ome in Alexandria. Her guests Were Mrs. Robert W. Davis, Mrs. D. Milton French, Misses Esther Burke, Kitty Barrett, Christina Kemper, Mary lenn Uhler, Clarence Snowden, Alice nderton, Esther Green, Julia Nicol

Anderton, Esther Green, Julia Nicol Anderton, Esther Green, Julia Nicol and Miss Bessie Jackson, of Richmond. Miss Jackson, who has been spending some time on the Maine coast with Dr. and Mrs. Landon R. Mason, is now the guest of Mrs. Taylor Burke in Alex-andria. Miss Jackson will not return to Richmond for several weeks

Returned From the Beach.

Mrs. Walter Christian closed her cottage at Virginia Beach and returned to her home. her home in Richmond last week Mrs. J. Ambler Johnston and her small Walter Christian Johnston, who have been at Virginia Beach with Mrs. Christian for the past several weeks, have also returned to the city. Mr. and Mrs. Johnston have taken a house on West Avenue for the winter.

To Meet on Thursday.

All members of the Children's Auxil-

of the Confederacy, are asked to meet in the lobby of the Jefferson Hotel, Main Street entrance, on Thursday afternoon, October 2, at 3:30 o'clock. full attendance is desired.

Misses Warfield Crenshaw, Fannie be pleased. Crenshaw and Elizabeth Wheat have returned to Richmond, after spending

Mrs. Charles Weber, of this city, is guest of the Misses Weber at their

home in Baltimore. Miss Louise Miller, who has been visiting in Ashland, has returned to Richmond,

Miss Marie Coleman and her brother, Edward Coleman, of Denver Col., re-turned Saturday to their home, after a visit to Mr. and Mrs. John Disney,

Miss Mary Ball Saunders, who has been with friends in Atlantic City, has returned to her home in this city.

of 2214 East Grace Street.

Mrs. E. F. Hatton has recently moved into her new home at 115 West Main Street.

Miss Elsie Harrison, who has been with relatives at North Hatley, Canada, for the past several weeks, has returned to Richmond.

Mrs. J. O. McGehee, of \$40 West Grace Street, is visiting her sisters and other relatives in Blackstone and Nottoway.

Miss Kate Mason Rowland has re-

Miss Rivers Harrison, of Danville, arrived in Richmond last

urned to the city, and will make her

ome at 115 West Main Street for the

spent the winter in this city.

Mrs. Ponald Harrison, of Danville, will come to Richmond shortly for a isit of several weeks to relatives,

Mrs. Daisy Summers and little James Mrs. Daisy Summers and little James Summers, have returned to 327 South Pine Street, having arrived September 26 on the steamship Mauretania, of the Cunard Line, after spending the summer in the South of England.

Miss Virginia Seay, of Shores, is visiting Miss Shields Jones at her home in this city.

Mrs Grace Hunt, of 104 West Grace Street, will return from New York within the next few days.

Miss Annie M. Love has returned to the College for Women, at Columbia, Miss Eliza Bland Lamb, who spent the summer at "Belleville," near War-

saw, has returned to Richmond. Colonel W. J. Perry has returned to his home in Staunton, after a short, visit here.

Mrs. N. B. Croxton, of this city, is the guest of friends in Hanover County, after a short stay in Staunton.

Miss Mary Custis Lee is the guest of

Mrs. Frank D. Mead, in Lexington, be fore coming to Richmond.

Mr. and Mrs. Harry Frazier have one to "Thornwald," their country place in West Virginia, for the fall

Miss Lizzie Harris and S. C. Harris, who have been at the Gardner Cottage,

Virginia Beach, for some time, have

Miss Caroline G. Vaughan, of Ash-and, will spend the fait and winter

William C. Pond and family, of 2321

Park Avenue, have recently moved to

with friends in this city.

Smithfield to make their home

Sale of

Mesh Bags, unlined, large 6-inch size; a \$2.50 \$1.39

Miss Georgia Lee, who has been the guest of her sister, Mrs. Charles H. sale price \$1.13 \$2.00 Ring Mesh German Sil-Clark, has returned to Richmond. ver Bag, kid lined, \$1.10 Dr. and Mrs. George R. White, of Savannah, are in the city on a visit to Rev. J. Y. Fair, of 501 North Davis

NEWS OF EASTERN SHORE

[Special to The Times-Dispatch.]
Onancock, Va., September 28.—At a
meeting of the Accomac Medical Association, held at Onley, the following
officers were elected for a year: Dr. Fletcher Drummond, of Parksley, president; Dr. R. R. Nevitt, of Temperance-ville, vice-president; Dr. John W. Rob-

while, vice-president; Dr. John W. Rob-ertson, of Onancock, secretary.

Mrs. Lillie Jester, of Chincotague, is dead. She was seventy-nine years old. Surviving her are five sons, Wil-liam, Joseph, Charles, James and George Jester; one daughter, Mrs. Wil-liam Hill, and 104 grandchildren and wreat-grandchildren

great-grandchildren.

A mahogany tree planted by Rev.
Thomas Ames in 1857, was bought this
week from Mr. Ames, daughter, Mrs.
William E. Mapp, by John S. Tyler, for

Oysters are in excellent condition and a good season is expected.

The semiannual convention of the Woman's Christian Temperance Union for the Counties of Northampton, was held at New Church. Mrs. May Sparks, of New Jersey, was the principal speaker. The address of welcome was made by Miss Reva Paul-son, and the response by Miss Willye Evans, of Horntown. Mrs. Lloyd Sav retary, and Miss Minnie Mills, of Onancock, treasurer.

State convention.

Mrs. Maggle Le Cato Mapp, wife of Dr. John E. Mapp, died at her home, "Woodland," near Keller, aged seventy years. She had been an invalid for several years. Mrs. Mapp was the daughter of the late Mr. and Mrs. Nathaniel B. Lector of "Atlanta Vicas" for several years. Mrs. Mrs. Mark for several years. Mrs. and Mrs. Nadaughter of the late Mr. and Mrs. Nathaniel B. LeCato, of "Atlantic View," and was the last of that generation of LeCatos. She was a sister of the late Dr. George W. Le Cato, who represent the Mrs. Graham B. Hobson and Mr. and Mrs. Graham B. Hobson and Mr. and Mrs. C. C. Bridges during the summer, have returned to their home, in Richmond. Dr. George W. Le Cato, who represented Accomac and Northampton in the State Senate for several terms. Mrs. Mapp was an unusually popular woman, especially among the young people, who admired her for her sterling traits. Mrs. Mapp has been promitated to the state of Mrs. Mapp has been promi nent in the work of Oak Grove Meth



C. W. ANTRIM & CO., DISTRIBUTORS

THE REINACH CO., Inc.

W. Welby Beverley has returned to the city, after spending several days with relatives in Fauquier County.

W. Welby Beverley has returned to the finest imports, and are especially adapted to the best trade. Try them, and you will realize the difference, and Shoots Man Who Was With

McCarthy & Haynes 510 E. Broad Street

DETROIT GAS RANGES, ALASKA REFRIGERATORS, OLD HICKORY PUNITURE SOLD ONLY BY



Players-the finest made at

BRACELETS,

Smith & Webster 805 East Main.



RITY ICE REAM Same Quality Every Day. Monroe 1861.

S. Ullman's Son 1820-1822 East Main Street, 506 East Marshall Street.

Mesh Bags German Silver Indestructible

\$3.00 German Silver Ring Mesh Bag, Kitt Michigan large 6-inch size; \$1.79

odist Episcopal Church, South, noon by her pastor, Rev. Porter Hardy, and her nephew, Rev. J. T. Bosman. Interment was made in the family burying ground at "Atlantic View," burying ground at "Atlantic View, where are buried her ancestors for several generations. Besides her husband she is survived by two sons, State Senator G. Walter Mapp, of Accomac, and J. Brooks Mapp, of Keller, and four daughters, Mrs. G. T. Stockcomac, and J. Brooks Mapp, of Keller, and four daughters, Mrs. G. T. Stock-ley and Mrs. J. Rooker White, of Kel-ler; Mrs. J. Arthur Wynn, of Rich-mond, and Mrs. T. C. Guerrant, of Dan-

NEWS OF ASHLAND

Ashland, Va., September 28 .- A meetand, as usual, the courtesies of the club were extended to the Woman's Club and the Young Ladles' Literary Club for the coming season. It was also determined to have during the winter a reception once a month, at which women will be invited. Each member of the club will be entitled to invite one woman. A committee of three members was appointed to make arrangements for the first meeting, which will be held on the third Sunday in

Mrs. Shackelford, who has been visiting her daughter, Mrs. R. B. Smithey, left Friday for Orange to attend the wedding of her granddaughter, Nannie Helladay, daughter of Judge and Mrs. George Shackleford, to Rev. Karl Mor-gan Block, of Haddowneld, N. J., which takes place Wednesday, October 1, at

ing friends here, has returned to Hamp-

John Gary, of Glen Allen, was here o-day visiting friends. Mrs. Allen Maury has returned from

Misses Grace and Rubinette Lee, of Irvington, were guests of Mrs. William Hodges Mann at the Executive Mansion last week. W. Welby Beyerlay A. **WOUNDS HIS WIFE**

Her, Then Disappears Into Mountains.

Asheville, N. C., September 28.— James Caldwell, forty-five, a farmer living at Hemphill, eight miles from Waynesville, shot and fatally wounded his wife and seriously wounded Asbury Moody, also a farmer, about 4 o'clock this afternoon. Mrs. Caldwell was shot twice in the breast. Moody received a bullet in the mouth, the latter wound

not being considered fatal. Caldwell, it is stated, disappeared into the mountains after the shooting and had not been found at 9 o'cluck to-night.

Details of the shooting are meagre, but it is stated that the trouble was of a domestle nature and caused Caldbut it is stated that the trouble was of a domestic nature, and caused Caldwell to open fire on his wife and Moody while the two were talking in the road near the Caldwell home. Medical aid was summoned from Waynesville, and the doctors state that Mrs. Caldwell cannot recover.

White-Dodd.
[Special to The Times-Dispatch.] [Special to The Times-Dispatch.]
Lynchburg, Va., September 28.—Miss
Lulu Elizabeth Dodd, daughter of Mr.
and Mrs. John W. Dodd, was married
to Jesse Spencer White, of Chatham,
Saturday evening. The ceremony was
performed in the presence of a large
gathering of people by Dr. W. W. Hamilton, of the First Baptist Church.

Jeter Building Will Be Occupied During Erection of Handsome New Structures.

Some New Structures.

[Special to The Times-Dispatch.]
Bedford City, Va., September 28.—
The Elks' National Home is now an assured institution for Bedford City, and the Jeter Building, for years used as a large school, will be used to accommodate those Elks who prefer to remain with the management during the time of erecting the splendid administration building and the large contages that will be used for dormitories, which will require a year or perhaps two. The sum of \$260.000 will be expended on the new buildings.

The Jeter School building is situated on quite an eminence on what is known as Jeter Hill, a populous and very progressive suburb of the town. The building faces the present Elks' Home and the splendid vistas of scenery that perhaps have been important factors in gaining the national home, when there has been so animated a contest in numbers of other places more pretentious than this.

Many places have been visited to find a suitable place to accommodate those Elks who prefer to remain with the management during the town. The building face the present Elks' Home and the splendid vistas of scenery that perhaps have been important factors in gaining the national home, when the residents during the building process, and again Bedford wins the honor.

H. O. Humphries, for several terms the formation of the time of erecting the splendid administration building and the large contages that will be used for dormitories, which will require a year or perhaps two. The sum of \$260.000 will be expended on the new buildings.

The Jeter School building is situated on quite an eminence on what is known as Jeter Hill, a populous and very progressive suburb of the town. The building faces the present Elks' Home and the splendid vistas of scenery that perhaps have been important factors in gaining the national home, when the present Elks' Home and the splendid vistas of scenery that the perhaps have been important factors in gaining the publication.

Lemon Cling California Table

The Elks' National Home is now as a

the Commonwealth's attorney has tendered his resignation, and left for New York. Until the vacancy is filled Landon Lowry is filling the position.

ONE OF WEALTHIEST OF ALL SOVEREIGNS Our Diamond Department most extensive in the South.

Saxe-Weimar's Grand Duke Is Imbued With Great
Pride of Race.

BY LA MARQUISE DE FONTENOY.

Saxe-Weimar's a court to which only the pen of Thackeray could do justice, and where ceremonial is considered as important and as imputable as the laws of the Medes and Persians. It envelops royalites there in a species of captivity, and while the grand duke lends himself hereto, and who creigns in Europe; stolld, well behaved, imbued with great pride of race, and a strict sense of what is due to the anointed of the Lord. He is also one of the most severely respectable and proper of German rulers. Yet an unhappy fate seems to pursue his wives. The first of his consorts, the lovely Princess Caroline, of Rouss, was literally forced into the match, and even at the last moment, when all the royal and imperial guests were assembled for the wedding, she drew back and was only with difficulty persuaded by the Kaiser and the Empress to go on with the ceremony. She found life at Weimar, and especially the right etiquette of its court, intolerable, and created a sensation by taking to flight and seeking refuge in Switzerland, where she was reloined some time later, by her husband, it being thoroughly understood that her flight was not in many the middle and lower classes.

SCHWARZSCHILD BROS.

Richmond's Leading Sewclers, Second and Broad Streets.

Second and Broad Streets.

Scheden and sew leading Jewclers, Second and Broad Streets.

Saxe-Meiningen, whose girhood had been particularly happy and untrammand where ceremonial is conservative to admit of any charge, it crustes with its trammels was subsequently known as the William of the husband, but even between the grand duches and her very infant children; for she was deprived by ceretain the royal and imperial guests were assemble of the thous... and no needed sunshine and even at the last moment, when all the post of the court of the court

fore that, stories current to the effect his residence, which has been arthat, she was unhappy at Welmar, and that if she devoted herself to the care and supervision of this foundling hospital of hers, it was to escape in a twelmar to secure permission to visit

grand duke is a cruel husband. But cised upon a temperament so lively as

And now comes the news from Weimar that the young grand duchess, who is only twenty-three years of age, has lost her reason, and has been placed under restraint in a sanatorium at Constance. The immediate causes of her mental affliction are ascribed to a severe attack of scarlet fever and of measles, by which she was stricken some time ago, and which she seems as a bourne of pilgrimage by all who be call some time ago, and which she seems as a bourne of pilgrimage by all who to have got while visiting a founding asylum which she had founded at Saxe-Weimar, and in which she took great interest. But there were already, before that, stories current to the effect hat sways unhappy at Weimar and of for the purpose of seeing that she was unhappy at Weimar and so for the purpose of seeing that she was unhappy at Weimar and some for the exhibitory.

measure the intense and crushing ennul the palace will perhaps be able to appreciate the depressing influence that No one is willing to allege that the residence there is likely to have exer-

\$300 CASH---THREE YEARS OF HARD SAVING

Diamond Rings

Of perfect quality and elegant sete tings.
Our Diamond Department is the

SCHWARZSCHILD BROS.

where she was regioned some time later by her husband, it being thoroughly understood that her flight was not in the nature of an elopement, but merely because she could not stand her enturbed by the cause she could not stand her enturbed by the cause she could not stand her enturbed by the cause she could not stand her enturbed by the cause she could not stand her enturbed by the courage at Weimar. She was eventually induced to return, but, lost health, lapsed into melancholia, and died after only eighteen months of marriage, the circumstances of her death being such as to give foundation for the wide-spread report to the effect that she had taken her own life while in a fit of intense despondency.

After five years of widowerhood, the grand duke married in 1910 Princess Marie Paulovna, of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the reigning Duke of Saxe-Weimar, was also a daughter of the status of the private of his royal perogatives and because he had developed into a homicidal maniae.

The grand duchess is very popular amond lower classes the middle and lower classes at Weimar, and, indeed, throughout her husband's dominions, by reason of her thusband's dominions, by Weimar are centred upon the grand duchess's little twelve-months-old boy, failing whom the throne would de-

The grand duke is himself second in the line of succession to the crown of Holland, and in the event of anything untoward happening to the lit-tle daughter and only child of Queen Wilhelmine, would on the latter's death be called upon to choose between re-maining ruler of Saxe-Weimar, or be-coming King of the Netherlands, since the Dutch Constitution would not ad-mit of his retaining his present grand dukedom if he became ruler of Hol-

A sensation has been created as Frankfort-on-the-Main by the arrest and trial of Count Eugene Hertzberg, for perjury and fraud, the case at-tracting all the more attention since ha is supposed to have imperial blood in his veins, through his Brazilian mother, his veins, through his Brazilian mother, said to be a natural daughter of Emperor Pedro of Brazil. The count was born at Rio, where his father held high rank in the imperial Brazilian army, and inherited in his youth from his mother a considerable amount of real estate at Rio. It is on the strength of this inheritance, which he squandered long ago, that he is accused of having obtained large sums of meney in Mrs. Allen Maury has returned from Richmond, where she spent the summer in King William County.

FARMER FATALLY

Mrs. Melen Maury has returned from Richmond, where she spent the summer in King William County.

It you really get down to hard saying terrnoon in honor of her sister-in-law, Mrs. Richard F, Bierne, Jr., will resolve the summer in King William County.

FARMER FATALLY

WOUNDS HS WFF

WOUNDS HS WFF

WILLIAMS ONLY THE Most and Service for Playing a Grest Game That Lasts Colly Three Months!

It you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to hard saying—the Months!

If you really get down to solve of the mand the balance of the seventy—seven blook titles which the seventy—seven blook titles which the seventy—seven becture. Listen:

The seventy—seven book titles which the seventy—seven blook titles will the seventy—seven blook titles which the seventy—seven blook titles will the seventy—seven blook titles which the seventy—seven blook titles will the seventy—seven blook titles which the seventy—seven blook titles—and tart the blook of the shead to the task of the seventy—seventy—seven blook titles—and tart t

Warding Off "Old Age"

A London Physician says:---

When a distinguished scientist like Dr. Newsholme, of the Local Government Board, warns us that we are ageing prematurely as the result of the strain modern life throws on our hearts and arteries, it is worth thinking what can be done to stop this health wastage.

Dr. H. Strauss, of Vienna, in a recent number of the "British Medical Journal," makes the timely suggestion that much can be done to retard this premature wear and tear by paying a little ordinary attention to the diet.

The man whose heart or blood vessels begin to show signs of not being as young as they used to be should, for example, be very chary with his meaty foods. Two and a half to three and a half ounces of meat a day Dr. Strauss considers quite

More important than what one eats, however, is what one drinks. Alcoholic stimulants of all kinds tend to burden the heart and blood vessels by making them work overtime, which of course increases the wear and tear. But it isn't only alcoholic stimulants Dr. Strauss inveighs against. Caffeine (the powerful drug contained in tea and coffee), this distinguished scientist points out, is also a powerful heart irritant. Every time one takes a cup of these beverages the caffeine in it encourages one's heart to do extra work, which is practically always quite uncalled for, and therefore is an utter waste both of energy and heart muscle.

In these days when the strain of modern competition and high-speed mental work keeps one's heart constantly working at high pressure (thereby tending to produce premature wearing out) anything which can possibly add to the work thrown on the heart ought to be strenuously avoided. Caffeine, the powerful heart irritant contained both in coffee and tea, is one of these substances.

It is to meet the growing demand for a caffeine-free beverage, delicious and as appetizing as tea or coffee, that Postum was invented. Made from the finest wheat,

POSTUM

looks like coffee, has a somewhat similar pleasant aromatic odor and a delicious flavor, and, best of all, is absolutely free from caffeine or other poisonous drugs.

Postum comes in two forms:

Regular Postum-must be well boiled.

Instant Postum is a soluble powder. A teaspoonful dissolves quickly in a cup of hot water and, with the addition of cream and sugar, makes a delicious beverage

"There's a Reason"